

## Abstract

What are proposed are a method and an apparatus for suppressing advertising for apparatuses appertaining to consumer electronics, in particular for radio, television and video apparatuses. The undesirable program sections are defined in accordance with a coded identification signal which can be received in this regard from an online service provider, in particular an Internet service provider. An undesirable program section is then automatically identified as such on the basis of particular specific features and a corresponding identification signal is supplied, in response to which the suppression takes place.

(Figure 4)

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